

REI NEON LLC
40900 Woodward Avenue, Suite 130
Bloomfield Hills, Michigan 48304

April 10, 2007

City of Las Vegas
Planning and Development Department
731 South Fourth Street
Las Vegas, Nevada 89101

**RE: Justification Letter
Special Use Permit for Arena Use
Project "Pulse Las Vegas"**

Dear Sir/Madam:

This letter is submitted in connection with REI Neon LLC's (REI) accompanying Application for a Special Use Permit for Arena use. The proposed project involves the redevelopment of approximately 70 acres south of Charleston Boulevard, west of Main Street, north of Wyoming Avenue, and east of the Union Pacific railroad tracks ("Pulse"). The property is easily accessible from the Charleston Boulevard I-15 interchange.

Pulse is a mixed use, master planned project consisting of casinos, hotels, residential, office space, retail, entertainment venues and an arena with conference/exhibition space. The project incorporates public open spaces with entertainment venues next to cafes, restaurants and retail. The project will result in a walkable, synergistic development that feeds into its adjacent neighborhoods. The project will include multiple housing options as well as office space to accommodate corporate headquarters as well as local small businesses. Location of the arena adjacent to the Charleston Boulevard/I-15 Interchange will also catalyze economic development while providing excellent access for both local and tourist traffic.

The proposed redevelopment project includes a 22,000 seat professional sports arena, which requires a Special Use Permit under the proposed C-2 zoning designation.

A professional sports arena will act as a catalyst for the redevelopment of not only this property, but the entire Downtown area. The tourism industry continues to grow downtown as evidenced by the increase in visitors reported by the Las Vegas Convention and Visitors Authority. The project supports this growing trend and the arena will be an important destination that will attract both local and regional residents and tourists of all ages. Moreover, the development of an arena within project Pulse represents a truly unique opportunity for the City to allow its new arena to serve as an "anchor" for a multi-billion dollar mixed use project that can transform the City's economic and physical environment.

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Therefore, a Special Use Permit for the construction of a professional sports Arena is justified.

Sincerely,
REI NEON LLC

By: 
Jill Ferrari, Authorized Representatives

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